Development of The Hanjeli Tourism Village Website as a Platform Digital For Managers and Tourists

Vany Octaviany[1*], Ranita Windriani[2]

[1] Hospitality Study Program, School of Applied Science, Telkom University, Main Campus (Bandung Campus), Jl. Telekomunikasi no. 1, Bandung 40257, West Java, Indonesia.
[2] Directorate Of Information Systems, Telkom University, Main Campus (Bandung Campus), Jl. Telekomunikasi no. 1, Bandung 40257, West Java, Indonesia
[*] Corresponding Author:
Email: vanyoctaviany@telkomuniversity.ac.id

Abstract.

Hanjeli Tourism Village, located in Sukabumi Regency, West Java, has great potential for developing nature-based tourism and local culture, particularly through its superior commodity, the hanjeli plant. However, the village faces significant challenges in terms of promotion and management of tourism information, which still relies on conventional methods. This community service activity (Abdimas) aims to increase the competitiveness of Hanjeli Tourism Village by developing a website as an integrated digital platform. This website is designed to improve the accessibility of tourism information, simplify the process of booking tour packages, and promote destinations and local products based on hanjeli. The website's main features include information on tourist destinations, homestays, photo galleries, and local products based on hanjeli plants. The website development is also accompanied by training for village managers to improve their digital and managerial skills in managing this platform effectively. The implementation of this website is expected to increase the number of tourist visits, introduce untapped tourism potential to its full potential, and empower the local community in digital management and online marketing. Furthermore, this website also serves as a platform to promote locally made hanjeli-based products, such as snacks, health drinks, and handicrafts, managed by the village's MSME group. Through website development and digital training, it is hoped that the capacity of the Hanjeli Tourism Village community will be increased in managing and promoting local products more professionally and efficiently. Thus, Hanjeli Tourism Village can serve as a model for other tourism villages in utilizing technology for community-based tourism development and increasing competitiveness.

Keywords: Hanjeli Tourism Village; website; digitalization; community empowerment and locally based tourism.

I. INTRODUCTION

Tourism is an important sector that provides a significant contribution to regional economic development and improves community welfare. In the context of village development, tourism based on local potential has been proven to be an effective development strategy for strengthening the creative economy, increasing community income, and maintaining cultural and environmental sustainability [1]. One of the villages with great potential for tourism development is Hanjeli Tourism Village, which is known for its superior commodity in the form of the hanjeli plant (Coix lacryma-jobi), as well as its cultural and natural tourism attractions.

Fig 1. Hanjeli Tourism Village

https://ijcsnet.id

Hanjeli Tourism Village is located in Sukabumi Regency, West Java, with an area dominated by agricultural and plantation areas. This village has a cool climate and geographical conditions that support the growth of local food crops, especially hanjeli, which has become a village icon. In addition to agricultural products, the village also has natural resources in the form of rivers and hills that have the potential to be developed for nature tourism, such as trekking, agricultural educational tours, and ecotourism. From a socio-cultural perspective, the people of Hanjeli Tourism Village still hold fast to the tradition of cooperation and local wisdom. Traditional arts such as angklung music, regional dances, and traditional rituals are still preserved and often performed at tourist welcoming events. This provides added value in the form of an authentic experience that is difficult to find in modern tourist destinations. Furthermore, the village also has a variety of processed hanjeli products, ranging from snacks and health drinks to handicrafts based on hanjeli seeds that have high sales value. These products are managed by a local MSME group, mostly housewives and village youth, so that tourism activities directly support the economic empowerment of the community. For tourists, Hanjeli Tourism Village offers various tour packages, including educational tours of Hanjeli farming, workshops on making Hanjeli-based food/drinks, homestays with a beautiful rural atmosphere, as well as natural tourism activities such as hiking and village exploration. This combination of natural attractions, culture, and local products is what makes the village of Hanjeli Tourism is a tourism destination with a unique identity and strong potential for wider development.

Fig 2. Hanjeli Plant Seeds

Job's tears (Hanjeli) is a local food crop with high nutritional value and can be processed into various derivative products, ranging from food and beverages to handicrafts. This potential presents a significant opportunity for the Hanjeli Tourism Village to build a unique identity as a tourist destination based on local wisdom and local product branding. However, the main challenge faced is the limitations in managing promotions, reservations, and providing information to tourists. Currently, marketing and information dissemination processes are still carried out manually through brochures, word of mouth, or simple social media platforms that are managed in an unintegrated manner. As a result, tourists' accessibility to information about tour packages, homestays, and Hanjeli products is limited, resulting in suboptimal tourist visits. In today's digital era, the use of information technology has become a fundamental requirement in the tourism industry. Technology plays a role not only in destination promotion but also in the reservation process, service, and management of tourist destinations [2]. Tourist villages that do not yet have an integrated digital platform are potentially left behind compared to other villages that have adopted online systems [3]. This condition is experienced by Hanjeli Tourism Village, where the lack of an official website has limited the ability to introduce the village's potential to domestic and international tourists. In addition to impacting the low number of tourist visits, limited use of technology also impacts the learning aspect of the community. Village communities, especially tourism awareness groups (pokdarwis) and local MSMEs, have not been fully able to optimize technology to support tourism activities. In fact, mastery of digital technology is a crucial skill for increasing competitiveness in the increasingly competitive tourism industry.

A tourism village website is one form of digital innovation that can address the aforementioned challenges. The website serves as an integrated platform for providing a variety of services, from destination information and homestay reservations to tour package bookings and local product promotions. Through the website, tourists can obtain information quickly, accurately, and easily accessed anytime, anywhere.

Numerous studies have shown that the adoption of digital technology, websites, in particular, can significantly increase the competitiveness of tourist destinations. Research by Sigalat confirms that digitalization of tourism can expand markets, increase tourist satisfaction, and open up new opportunities for local businesses [4]. Similarly, Utama's study states that the use of information technology in Bali and Fiji has proven effective in supporting sustainable tourism development [5]. In the context of Hanjeli Tourism Village, the website functions not only as a promotional tool but also as a means of education and community empowerment. Through mentoring and training, village communities can learn to manage online reservation systems, promote local products, and manage engaging digital content. Thus, the tourism village website has two strategic functions: increasing tourist accessibility and strengthening the community's capacity to utilize information technology.

Table 1. Problems of Hanjeli Tourism Village

No	Present condition	Problems that Emerge	The solution that was offered
1	Hanjeli Tourism VillageNot yet owned official website	Information destination, homestay, and product local areas are difficult for tourists to access	Development website tourist village as integrated digital platform
2	Promotion is still manual (brochure, mouth to mouth, media social limited)	Reach promotion limited,village not enough Known wide,potential Tourists are not optimal	Optimization promotion digital through the website with content multimedia
3	Process reservation homestay and packages tour Still conventional	Slow process,vulnerablem is communication , lower interest traveler	Implementation of the feature online booking, which is accessible anytime and anywhere
4	Skills public in The use of technology is still low	Difficulty manages website, digital promotion less than optimal	Training and mentoring management website for village managers and communities
5	There is no integration yet with tourism trends digital	It's hard to compete with other, more modern destinations	Tourism village website as a means of branding and increasing power digital competitiveness

The expected benefits of this activity are increased tourist visits, optimization of village economic potential, improvement of community digital skills, and strengthening the competitiveness of tourist villages in the digital era.

II. METHODS

Implementation methods and stages of community service in the development of the Hanjeli Tourism Village website as a digital platform for managers and tourists.

Table 2. Implementation Methods and Stages of Community Service

No	Stages of Service	Implementation Method
1	Conducted surveys and interviews with Hanjeli Tourism Village managers to understand their specific website needs. This included desired features, challenges with the manual system, and expectations for the new system.	Partner Needs Analysis
2	Website development consisting of the System Design, Website Development, and Initial Testing (Alpha Testing)	Mentoring and Implementation
3	Intensive training for Hanjeli Tourism Village managers. This training covers content creation and management, visual design, optimization, and maintenance to ensure the site runs effectively and sustainably.	Mentoring to village administrator Tour Hanjeli

Following are the partners' participation in three main activities:

Table 3. Partner Participants

No	Stages of Service	Implementation Method
1	Conduct surveys and interviews with tourism village managers to understand their specific website needs. Include desired features.	Assist the team in outlining needs and data collection
2	Development WebsiteVillageHanjeliTourism consists of System Design, Website Development, and Initial Testing (Alpha Testing)	Assist the team in building system designs and website testing
3	Training for tourism village managers on website use.	Take an active role as a participant in activities

III. RESULT AND DISCUSSION

Developing a website for a tourist village is a crucial strategy for increasing access to information and digital promotion of rural destinations. The website is designed with a homepage, destinations, gallery, articles, and contacts to facilitate tourists in obtaining complete information about local tourism potential [4]. A website is not just a static display of information, but also aims to expand the accessibility of tourist information and encourage interest in visiting through the presentation of informative and easy-to-navigate content. This demonstrates that the development ofwebsiteable to strengthen the digital marketing strategy of tourist villages by presenting a platform-integrated and informative rural tourism [5]. In addition to its informative function, website development also serves as an effective promotional tool that has an impact on increasing the knowledge of the community and village managers about the tourism potential. The program for developing tourist village websites and social media involves technical training in digital content management for village staff, so that staff are able to operate the website and be active on social media to support village marketing [6].

Evaluations show an increase in manager competence in utilizing digital platforms to promote tourism content, which ultimately expands the reach of village marketing to a wider audience [7]. Through a collaborative approach between village stakeholders and academics, the tourist village website functions not only as an information medium but also as a tool for local empowerment in tourism marketing [8]. Then, in the technical implementation of website development, platform selection and ease of use, design flexibility, and strong community support, which help village managers in running website operations sustainably [9]. Website development is a digital village program supported by the government and academic institutions, which emphasizes the importance of digitalization in village tourism development [10]. With a well-structured website, tourist villages can introduce tourist attractions visually and textually, while also becoming a strategic tool in attracting the attention of local and foreign tourists through information that is easily accessible online [11]. This Community Service project developed the Hanjeli Tourism Village website as a digital platform aimed not only at improving tourist access but also at significantly empowering the local community. Through the use of information technology, the Hanjeli Tourism Village community will gain new skills, improve managerial capacity, and expand economic opportunities. This empowerment potential can be explained as follows:

1. Technology Integration in Tourism Village Management
   a. Improving Community Digital Literacy. Village communities, particularly tourism village managers and MSMEs, can learn basic skills in managing website-based systems, including uploading content, managing reservations, and maintaining data security. Digital literacy is an important skill in the industrial era 4.0 which will strengthen the capacity of village communities [12].
   b. Application of Information Technology in Real-Life Practice. Tourism village websites provide a space for communities to directly apply digital skills in real-world contexts, such as managing website appearance (front-end), filling in destination information, and organizing tour packages. This strengthens community understanding of the application of technology to support the tourism sector [3].
2. Improving the Operational Efficiency of Tourism Villages
   a. Real-Time Access to Information and Reservations. With a web-based system, community managers can monitor homestay reservations, tour package availability, and local product sales in real time. This allows for more efficient, transparent, and professional management of tourist villages [13].
   b. Automation of Administrative Processes. Online booking systems can automate various administrative activities, such as guest registration, sales reporting, and simple financial management. This way, customers can save time, reduce the potential for manual errors, and focus more on improving the quality of tourist services [2].

3. Development of e-Commerce and Digital Marketing Skills
    a. Understanding the Concept of E-Commerce. Tourism village websites can be a learning tool for the community on e-commerce, particularly in selling processed hanjeli products online, utilizing digital marketing strategies, and managing online customer relationships. The implementation of local e-commerce has been proven to increase the competitiveness of village products and expand market reach [14].
    b. Data Analysis and Tourist Trends. The website provides interactive data on user behavior, number of visits, and reservation trends. Communities can learn to analyze this data to understand consumer needs and design more effective marketing strategies. Digital-based data analysis helps villages develop tourism programs relevant to market demand [15].
4. A More Inclusive and Collaborative Empowerment Experience
    a. Digital Tourism Management Simulation. Communities can practice directly managing guest services and marketing destinations through digital platforms. This strengthens the community's practical skills in managing tourist villages in accordance with modern tourism industry trends [16].
    b. Collaboration Between Community Groups. Implementing a tourism village website can be a collaborative project involving various community groups, from youth groups to environmental awareness groups, tourism (pokdarwis), to MSME actors. This collaboration strengthens social cohesion and encourages the community to play an active role in the development of technology-based tourism [11].

This community service has succeeded in developing a responsive and informative digital platform as the official information center for tourist villages with links https://visithanjeli.com/. This website acts as an official portal that describes and promotes Hanjeli Tourism Village, an educational tourism village based on local food, Hanjeli, which was almost extinct but is now being redeveloped as an educational tourist attraction in the Waluran Mandiri area, Sukabumi Regency. The website is designed with a well-structured navigation, including a homepage, village profile, tour packages, photo and video galleries, homestay listings, MSME products, news, facilities, and contact features. The interface design takes cross-device accessibility into account, ensuring a consistent experience for visitors from both mobile and desktop devices. Here's what the homepage of the Hanjeli Tourism Village website looks like:
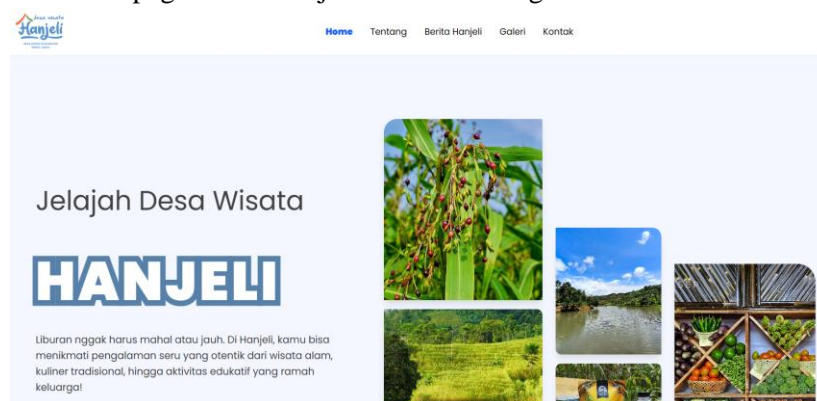

Fig 3. Home View of the Hanjeli Tourism Village Website

In addition to its informative function, the Hanjeli Tourism Village website also features curated content for each element of Hanjeli's tourist attractions. The content includes descriptions of attractions, travel routes, service rates, and daily activity recommendations, compiled based on field observations and interviews with local managers. The structured content presentation, supported by high-quality visuals, improves the presentation of the tourist attraction compared to previous promotional materials that were fragmented and disjointed. Furthermore, the website provides information about the tourist attractions available in Hanjeli Tourism Village. These attractions include a variety of hands-on experiences for tourists, from planting and harvesting hanjeli to traditional processes such as numbing with a lisung and winnowing with winnowing baskets, and processing the harvest into local products like rengginang (rice crackers), dodol

(sweetened sticky rice), and hanjeli accessories. Several attractions also expand the experience with cultural and natural elements, such as traditional games, Budikdamber (fish farming in buckets), a local art studio, and visits to a coffee plantation and turtle hatchery. This feature serves as a comprehensive guide for tourists planning their activities in Hanjeli Tourism Village. The following displays information about the tourist attractions in Hanjeli Tourism Village:

Fig 4. Display of Attraction Information Features in Hanjeli Tourism Village

The site also features a clear contact section and visitor guide, including the complete address, phone number, and email address, as well as map integration to help tourists plan their trip to Hanjeli Tourism Village. This content includes a photo gallery, links to official social media platforms like Instagram and Facebook, and an FAQ that answers common questions about ticket prices, operating hours, and tour package details. This information ensures that the user experience on the site covers all the practical aspects needed for an effective and informative travel experience.

Fig 5. Contact Information: Features of Hanjeli Tourism Village

The Hanjeli Tourism Village website is also tailored to the needs of tourists, including information about the tour packages they can enjoy when visiting Hanjeli Tourism Village. The tour packages featured on the website are as follows:
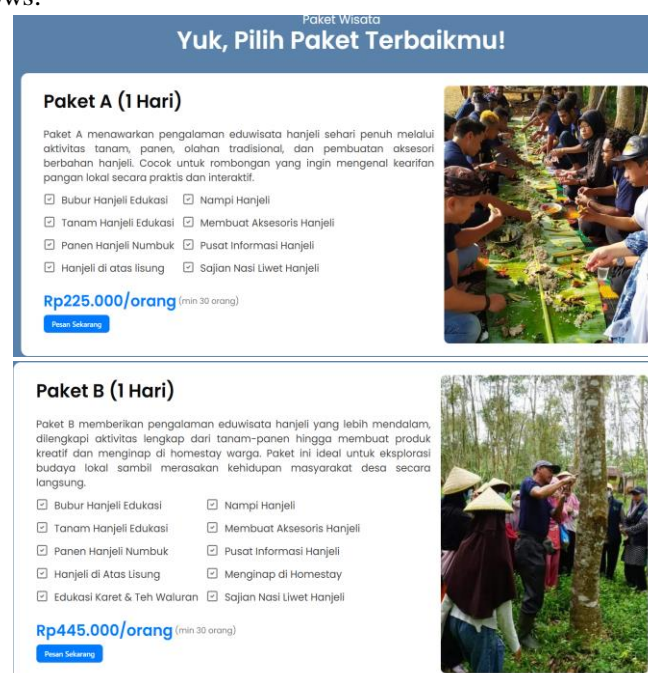

Fig 6. Display of Tour Package Information in Hanjeli Tourism Village

https://ijcsnet.id

IV. CONCLUSION

Based on the results of community service in developing the Hanjeli Tourism Village website, it can be concluded that digital transformation through the application of information technology in the village tourism sector has a significant impact on increasing accessibility and destination promotion. The developed website functions as an integrated information platform, making it easier for tourists to access information related to destinations, tour packages, homestays, and local MSME products from Hanjeli Tourism Village. With this digital platform, the problem of limited promotion that previously used manual methods can now be overcome, increasing market reach, and introducing the village's potential more widely to domestic and international tourists.

The presence of this website also demonstrates the important role of technology in strengthening the competitiveness of village tourism destinations that are still based on traditional methods. Furthermore, the development of this website also contributes significantly to the empowerment of the local community. Through training and mentoring in website management, the community, especially tourism village managers and MSME actors, acquire new skills in managing digital content, operating an online reservation system, and utilizing social media for promotions. This increased digital literacy not only improves operational efficiency but also expands economic opportunities through online marketing of local products. Furthermore, utilizing the data provided by the website allows village managers to analyze visitation trends and design more targeted marketing strategies, ultimately boosting tourist visits.

V. ACKNOWLEDGMENTS

REFERENCES

[1] B.Sunaryo,*Kebijakan pembangunan destinasi pariwisata:konsep dan aplikasinya di Indonesia.*Gava Media, 2013.

[2] D. Buhalis, "Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article," *Tour. Rev.*, vol. 75, no.1, pp.267–272, 2020.

[3] C. Asluki Maruanaya and J. Paras Ayu, "Pengembangan Desa Wisata Berbasis Website dan E- Brochure di Kampung Wisata Edukatif Warungboto, D.I Yogyakarta," *J. Res. Bus. Tour.,* vol. 4, no. 2, pp. 142–149, 2025.

[4] E. Sigalat-Signes, "Transition towards a tourist innovation model: The smart tourism destination: Reality or territorial marketing?," *J. Innov. Knowl.*, vol. 5, no. 2, pp. 96–104, 2020.

[5] I. Utama *et al.*, "Innovation of Herbal Tourism Village Concepts as Alternative for Tourism in the Post-Pandemic New Normal Era," *Res. Sq.*, pp. 1–19, 2021.

[6] I. G. Y. A. Ambara, A. A. I. I. Paramitha, and I. G. A. P. D. Putri, "Pengembangan Website Desa Wisata Sebagai Media Informasi Wisatawan Pada Desa Temesi," *AJAD J. Pengabdi. Kpd. Masy.,* vol. 4, no. 2 SE-Articles, pp. 408–414, 2024.

[7] I. G. N. Kanha, I. N. Yudi, A. Wijaya, I. G. Juliana, and E. Putra, "Pembuatan Website Desa Wisata Sebagai Media Promosi Potensi Wisata di Desa Sebatu Abstrak *Jurnal Pengabdian Nasional* (JPN) Indonesia," vol. 5, no. 3, pp. 658–667, 2024.

[8] K. Andika, A. Putra, A. A. I. I. Paramitha, I. G. Juliana, and E. Putra, "Pengembangan Website Dan Media Sosial Sebagai Upaya Peningkatan Pemasaran Desa Wisata Bedulu," vol. 5, no. 2, pp. 215–223, 2024.

[9] Y. Fatman, R. R. Srimurni, S. Nur, M. R. Mardiansyah, and A. F. Utami, "Pembuatan Aplikasi Wisata Desa Berbasis Web Sebagai," *Communnity Dev. J.*, vol. 5, no. 5, pp. 9894–9900, 2024.

[10] A. Yulianto, "Evaluasi Usability Pengembangan Website Desa Wisata Bejiharjo Gunung Kidul Yogyakarta," *J. Tour. Econ.*, vol. 2, no. 2, pp. 97–107, 2019.

[11] R. D. Djuardi *et al.*, "Perancangan dan Pembuatan Website dan Sosial Media di Desa Wisata Angsana," *1 J. Ikraith-Abdimas,* vol. 8, no. 2, pp. 1–8, 2024.

[12] B. Prasetyo and U. Trisyanti, "Revolusi industri 4.0 dan tantangan perubahan sosial," *IPTEK J. Proc. Ser.*, no. 5, pp. 22–27, 2018.

[13] D. Nurmadewi, S. Yuniati, M. Vallen, and I. Musyaffa, "Digital Marketing as a Tourism Village Marketing

Strategy in East Java ' s Horseshoe Region," vol. 01, 2024.

[14] P. Kotler, *Marketing for hospitality and tourism*. UK.: Pearson Education Limited, 2022.

[15] M. Sigala, "Implementing social customer relationship management: A process framework and implications in tourism and hospitality," ***Int. J. Contemp. Hosp. Manag.***, vol. 30, no. 7, pp. 2698–2726, 2018.

[16] A. Mukti and Fadlurrahman, "Trends And Research Patterns In The Development Of Rural Tourism In Indonesia : A Systematic Literature Review," ***J. Kepariwisataan,*** vol. 24, no. 1, pp. 102–128, 2025.